

Rep Order# 9802635
Ver# 1
Status New
EC'd No

Traffic Order#
Printed: 08/23/2012 1:49 PM
Last Received: 08/23/2012 12:10 PM
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA,FL
Advertiser () POLITICAL
Product BUCHANAN FOR CONGRES
Estimate# 371
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //371
Flight Dates 08/30/2012 - 09/05/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---
VERN BUCHANAN FOR CONGRESS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
NEW BUCHANAN ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	6A-7A	NEWS	:30	\$175.00	08/30-08/31	1	1	1	\$175.00	
	2	TH-F	7A-9A	GMA	:30	\$225.00	08/30-08/31	1	1	1	\$225.00	
	3	TH-F	5P-530P	NEWS	:30	\$225.00	08/30-08/31	2	1	2	\$450.00	
	4	TH-F	530P-6P	NEWS	:30	\$300.00	08/30-08/31	1	1	1	\$300.00	
	5	TH-F	6P-630P	NEWS	:30	\$550.00	08/30-08/31	1	1	1	\$550.00	
	6	M-W	6A-7A	NEWS	:30	\$175.00	09/03-09/05	2	1	2	\$350.00	
	7	M-W	7A-9A	GMA	:30	\$225.00	09/03-09/05	1	1	1	\$225.00	
	8	M-W	530P-6P	NEWS	:30	\$300.00	09/03-09/05	2	1	2	\$600.00	
	9	M-W	6P-630P	NEWS	:30	\$550.00	09/03-09/05	2	1	2	\$1,100.00	
	10	M-W	11P-1135P	NEWS	:30	\$425.00	09/03-09/05	2	1	2	\$850.00	

EC'd No Last Received: 08/23/2012 12:10 PM Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL	Agency () MENTZER MEDIA SERVICES	Rep Firm
Advertiser () POLITICAL	600 FAIRMOUNT AVE, SUITE 306	Sales Office () WASHINGTON
Product BUCHANAN FOR CONGRES	TOWSON, MD 21286	Salesperson () BRAD PHILIPPS
Estimate# 371	Agency C/P1/P2/E //371	
Buyer STEPHANIE KOHLBAUER	Flight Dates 08/30/2012 - 09/05/2012	Salesperson Phone# 202-955-5342
Phone#	Hiatus Weeks	Salesperson FAX# 202-955-5348
Fax#		

---REPORT TOTALS---
Report Totals: 15 / \$4,825.00

---SALES MONTHLY TOTALS---
Sep 12: 15 / \$4,825.00
Sales Totals: 15 / \$4,825.00
Station Totals: 15 / \$4,825.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---		Market Totals	
Books	null		
Demos	RA35+		
		CABL 0%	WFTS 0%
		WTOG 0%	WWSB 100%
		UNKN 0%	WFLA 0%
		WTSP 0%	WTVT 0%
		WBSV 0%	
		WTTA 0%	

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision 31542 /		Alt. Order # 09802635
Product 371/BUCHANAN FOR CONGRES		
Contract Dates 08/30/12 - 09/05/12		Est. # 371
Advertiser VERN BUCHANAN		Original Date / Revision 08/23/12 / 08/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE
SUITE 306
TOWSON, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/30/12	08/31/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$175.00			
N 2	7	08/30/12	08/31/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$225.00			
N 3	7	08/30/12	08/31/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				2	\$225.00			
N 4	7	08/30/12	08/31/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$300.00			
N 5	7	08/30/12	08/31/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---TF--				1	\$550.00			
N 6	7	09/03/12	09/05/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$175.00			
N 7	7	09/03/12	09/05/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				1	\$225.00			
N 8	7	09/03/12	09/05/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$300.00			
N 9	7	09/03/12	09/05/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$550.00			
N 10	7	09/03/12	09/05/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	MTW----				2	\$425.00			
Totals											15	\$4,825.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/05/12	15	\$4,825.00	\$4,101.25
Totals	15	\$4,825.00	\$4,101.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

<u>Contract / Revision</u> 31542 /		<u>Alt. Order #</u> 09802635
<u>Contract Dates</u> 08/30/12 - 09/05/12	<u>Product</u> 371/BUCHANAN FOR C	<u>Est. #</u> 371
<u>Advertiser</u> VERN BUCHANAN		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.